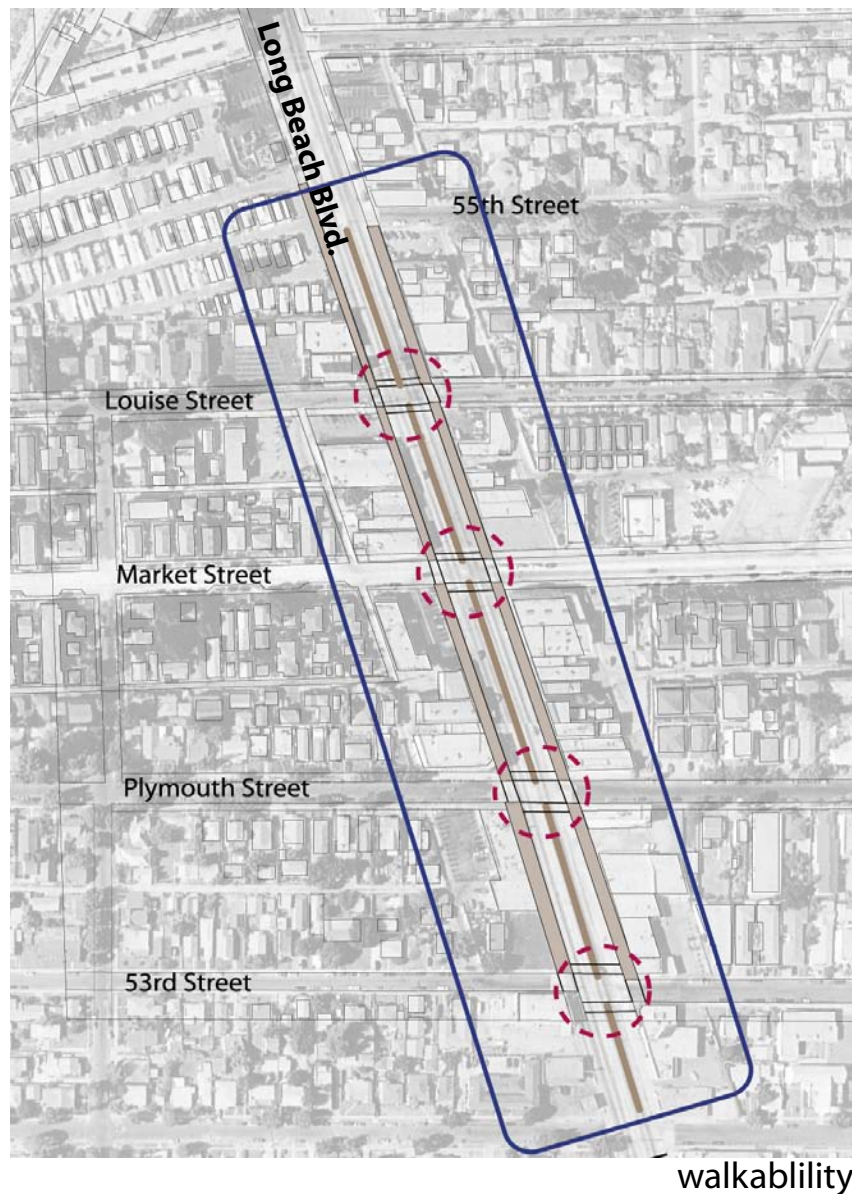


## 3.2 IMPLEMENTATION STRATEGIES



The urban design implementation strategy was developed out of the input received from members of the Redevelopment Agency Board, North PAC, Agency staff and others who attended the Village Center and Historic Node Implementation Plan meetings. Input and comments from the public and PAC have helped form the strategy.

The overall goal for the Historic Node is to create a place that serves the local commercial and communal needs of the surrounding residents. The aim is to create a neighborhood feel and atmosphere, by embracing the architecture of the past, by actively preserving and restoring some of the historic structures, and by adding streetscape improvements that would enhance the pedestrian experience of the place.

### **Walkability**

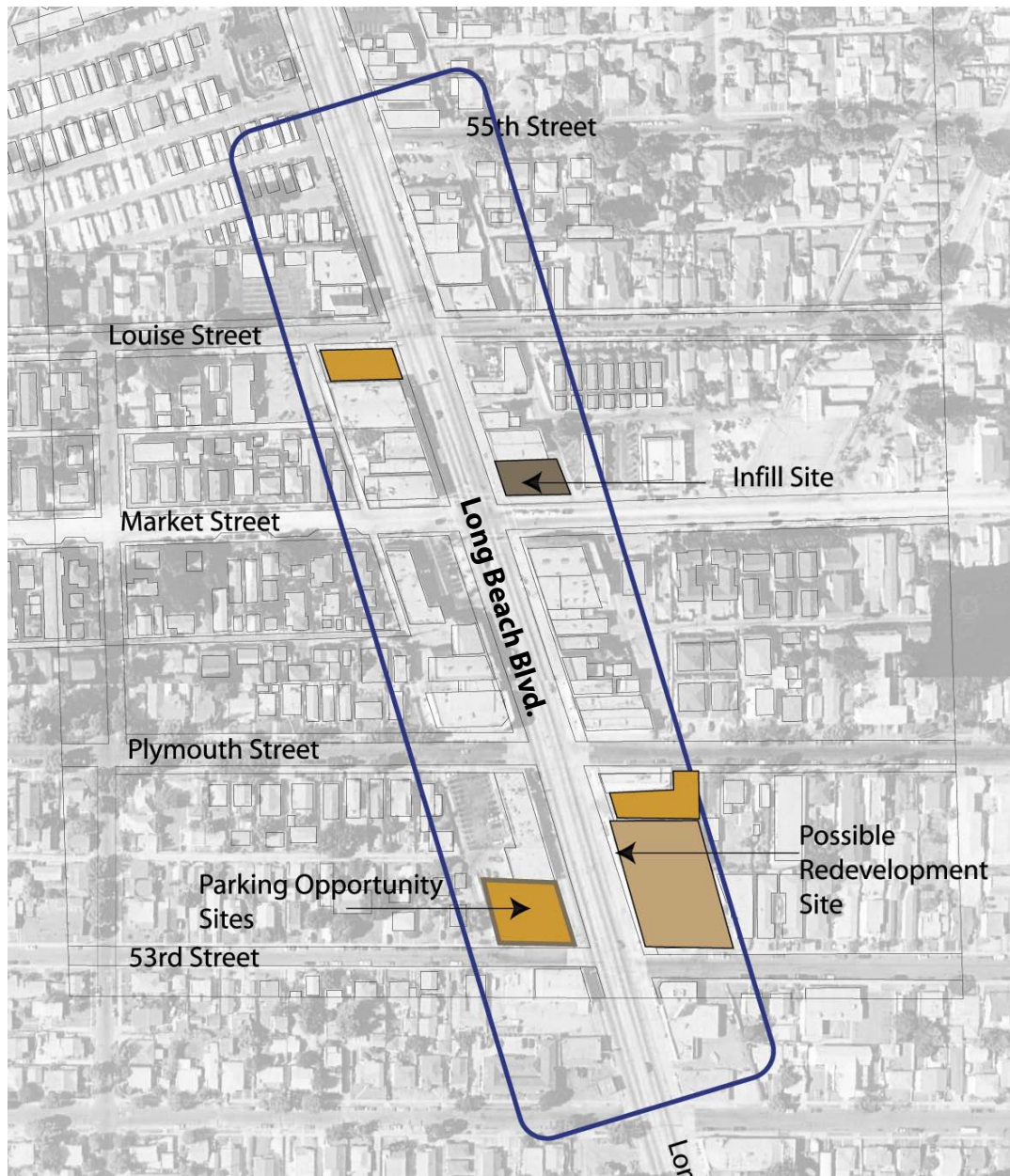
A pedestrian-friendly place can be achieved by improving the wide sidewalks and by making safe crosswalks for easy pedestrian access across the streets. The strategy is to develop pedestrian crossings on all sides of each intersection along Long Beach Boulevard.



Create a streetscape improvement program. A new landscaped median may be added to some portions of Long Beach Boulevard near the edges of the district. The median, where provided, should be planted with trees and should be an area of refuge for people crossing Long Beach Boulevard. The street edge along Long Beach Boulevard needs considerable landscape enhancement. The provision of street trees, paving patterns, plaques that describe the historic nature of the Node, and bulb-outs - especially along the western edge of Long Beach Boulevard - should form the major thrust of the streetscape improvement program.

Unfortunately, while the area currently boasts 15-foot wide sidewalks, only the first five feet closest to the curb has been dedicated as public right-of-way. The remaining ten feet leading up to the face of the existing buildings is private property. Under existing zoning requirements, property owners have been prohibited from building in this special setback. Because the sidewalk in this setback area is on private property, the area cannot be counted towards meeting clearance requirements under the Americans with Disabilities Act. The planting of street trees or the addition of other streetscape amenities will not be feasible unless the property owners agree to dedicate a portion of the private property setback as public right-of-way. Another alternative would be to ask the property owners to grant a right-of-way easement. These alternatives will need to be explored.





infill/redevelopment

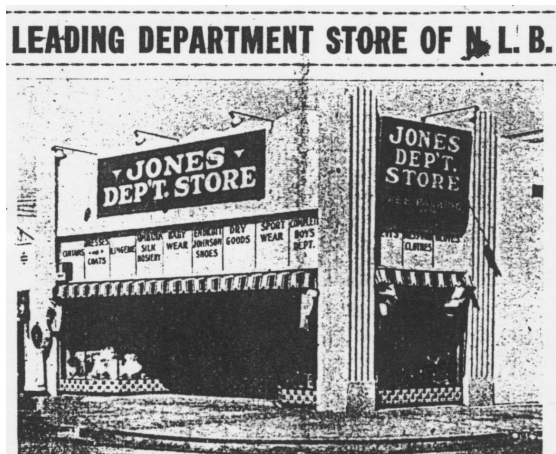
Infill development and redevelopment can help create continuity in the building fabric and add vitality to the place. The preservation of historic buildings of architectural significance is of paramount importance. Existing buildings, including buildings with historical significance, should be studied for inclusion in infill projects.



street edge facade variation

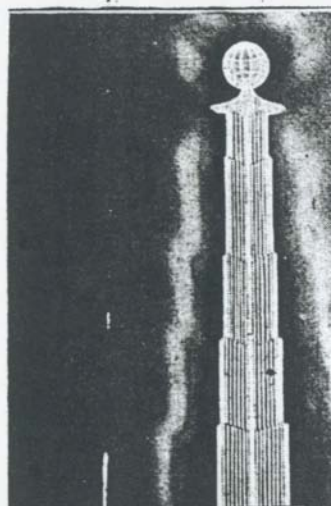
The street edge should be seen as constantly varying. A façade improvement program should be implemented. New development should take into account the variety of façade expression.





historic significance

## New Theatre Under Construction



The lumber has been hauled and the pouring of concrete started for the foundations of the new theatre on Atlantic Avenue, north of South Street in North Long Beach which when completed in about four months will represent an investment in building, furnishings, site and parking lots of approximately \$100,000.

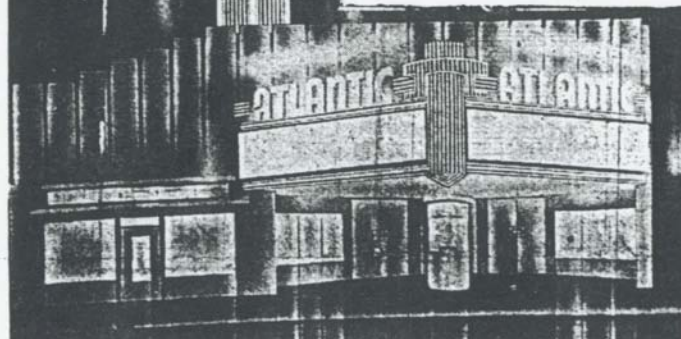
The owners, Ivan C. and Eula H. Hansen have decided to name the theatre "Atlantic." They have operated theatres in Southern California twenty-one years and have for twelve years been operating the Cairo Theatre on Main Street in Los Angeles.

The artistic modern lobby entrance in the front will contain 88 feet of store space. The theatre proper in the rear will seat 1000 persons.

The building will be of reinforced concrete and brick with a 75 foot tower. Black light will furnish the illumination of the theatre proper. This light itself is invisible, but it causes the walls to glow which have been treated with certain mineral elements. Fluorescent and Neon lighting will be used in the foyer.

Carl Henry Boller is the architect and he has had considerable experience in designing theatres. Vern D. Hedden is the engineer.

J. A. Seyferth who is associated with the Business Income Service at 2241 Pacific Avenue, is assisting Mr. Hansen in studying theatres in preparation for the building program.



historical recognition

There are six buildings on Long Beach Boulevard in the Historic Node that are considered by the North PAC and Agency staff to have historic significance:

1. 5342-44 Pharmacy
2. 5350-52 Jones Department Store
3. 5351-55 Masonic Building
4. 5380-90 Theater
5. 5401 Bank of America
6. 5421-25 Grocery Store

(See Volume 2 (References & Exhibits) for more detailed information and photographs.)

Buildings with historical significance within the Historic Node should have recognition by means of a plaque or similar visible identification.



facade improvements

There are a number of buildings that could be significantly improved with renovation of facades. New programs should be implemented and existing programs expanded to improve facades of the area's buildings.





composite strategies

The composite diagram of urban design strategies calls for:

- comprehensive landscaping program
- design of pedestrian friendly intersections
- façade improvement program
- parking plan
- infill development.